Welcome to the Brooks Multimedia Conference

Topics

Video Operations	Mr. Hearst
Multimedia Operations	MSgt David Riggs
Open Discussion	Customer Comments

Video Operations

Mr. Tony Hearst
Video Manager

QUESTIONS

Multimedia:

Partnering with Air Force Missions

MSgt David Riggs
Multimedia Manager

Multimedia

Who We Are

What We Do

Where Are We Going

Multimedia
(Who We Are)

- A group of professional communicators who are trained to create, develop, record, assemble, and enhance visual data into meaningful information.
- AFI 33-117 is the guidance for multimedia operations.
- Local Vision and Mission Statement based on AFMC goals

AFMC GOALS

- Develop and transition technology to maintain air, space, and information dominance.

- Develop, field, and sustain war-winning expeditionary capabilities on time, on cost

AFMC/CC Commander's Log 7 Dec 2004

Multimedia Vision

To integrate multimedia services as part of core organizational missions to enhance and enable war-fighting capability.

Multimedia Mission Statement

To be the provider of choice in providing first class, high quality and timely multimedia products and services to support our customers in meeting mission objectives.

Multimedia
(What We Do)

- Inform
  - Public Affairs (Internal and External Audience)
  - Historical documentation
- Persuade/Influence
  - Strategic Communications
  - Information Operations/Psychological Operations
  - Defense support to Public Diplomacy
- Operational Support
  - Legal documentation (such as LOAC violations)
  - Consequence Management
  - Situational awareness/battle damage assessment

GOOD NEWS STORIES
(Inform)

“IRAQ LIBERATED” Volume 1, March 2003
Department of State Public Diplomacy Flyer

English

IRAQ
L I B E R A T E D
In the town of Al Shomali, a female U.S. Marine asks residents what they need to get schools and electricity up and running again.

Arabic

UNCLASSIFIED

DEMOCRACY IN ACTION
(Persuade/Influence)

Afghanistan Elections: 9 October 2004

UNCLASSIFIED

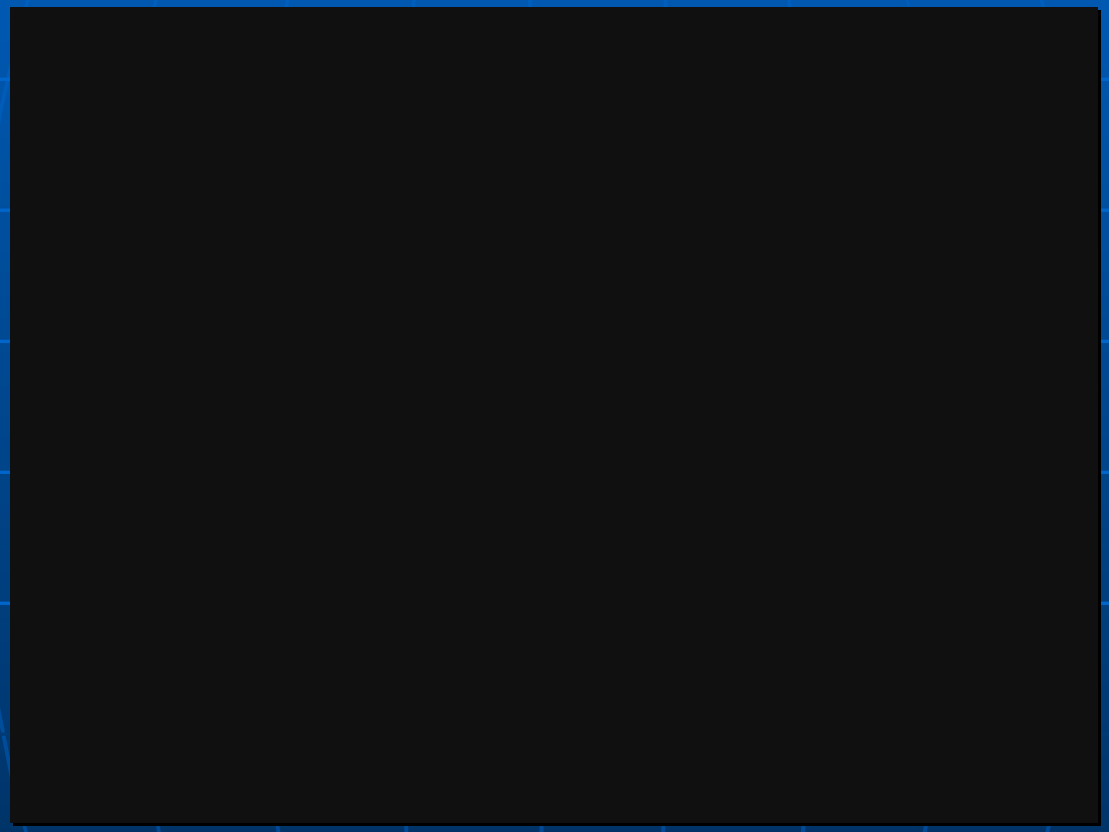
Psychological Operations (Operational Support)

Leaflet: Operation IRAQI FREEDOM

	English Version	Arabic Version
Front	Coalition air power enforces the No-Fly Zones to protect the Iraqi people. Threatening these Coalition aircraft has a consequence. The attacks may destroy you or any location of Coalition choosing. Will it be you or your brother? You decide.	تقوم قوات التحالف الـجوية بفرض مناطق الحظر لحماية الشعب العراقي. اي تعرض لطائرات التحالف سيؤدي الى عواقب وخيمة. وقد تدمركم الهجومات او تدمر اي موقع يختاره التحالف. ماذا سيحل بك او باخيك ؟ لك الخيار.
Back	Coalition Air Power can strike at will. Any time, Any place.	بامكان قوات التحالف الجوية القصف في اي وقت و في اي مكان.

UNCLASSIFIED

Brigadier General Mark Kimmitt, USA
Then Deputy Director of Operations and Director, Strategic Communications
CJTF-7 / Multi-National Corps—Iraq



UNCLASSIFIED

Multimedia Traditional Role

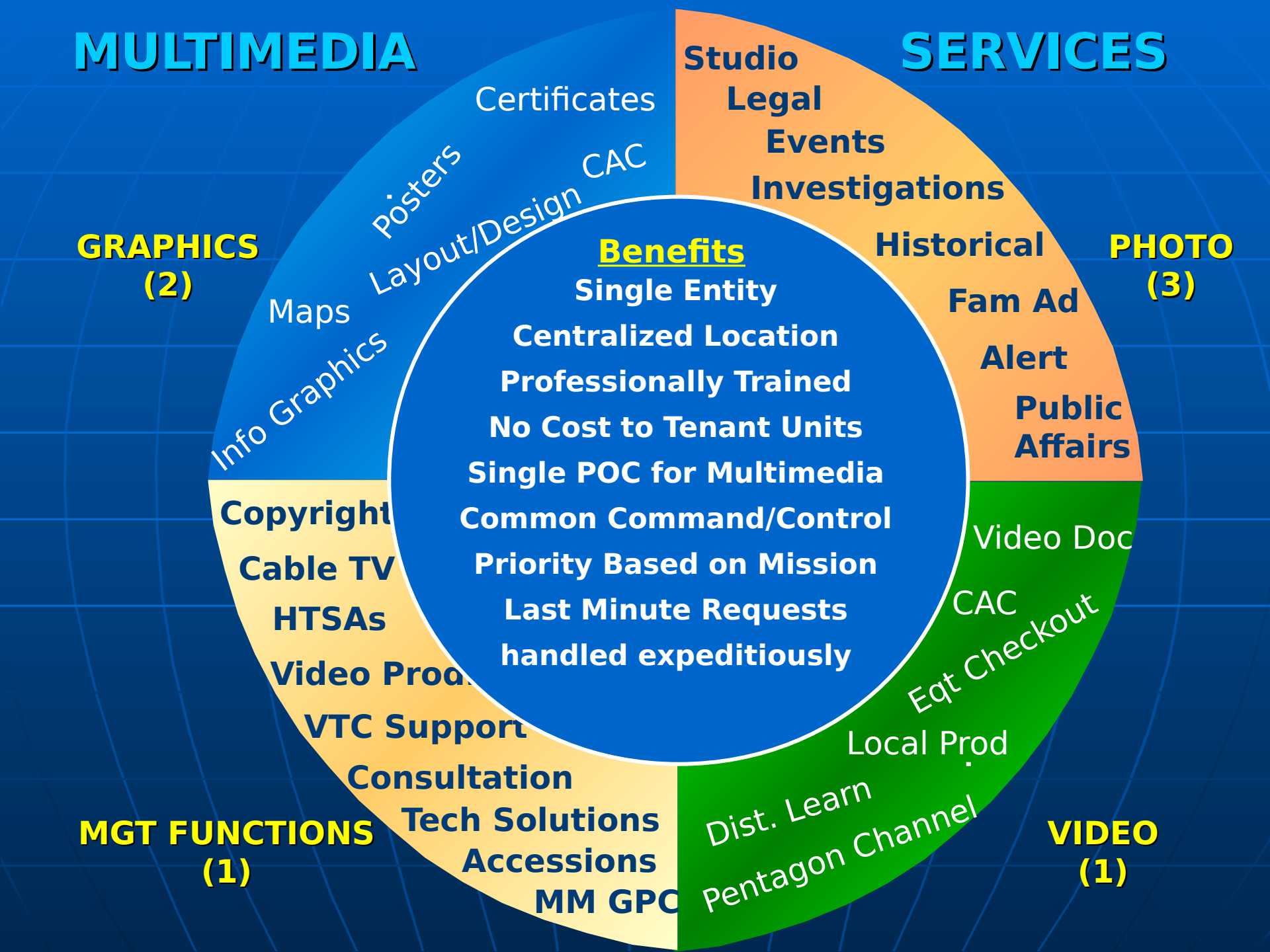
- Provide base documentation support
- Create flyers/posters for base events
- Provide photos for awards/ceremonies

Multimedia Changing Role

- Psy Ops
- Training aids
- Tell AF Story
- Explaining mission
- Maps/diagrams for strategic planning
- Multimedia as a tool in completing core mission

Multimedia at Brooks
(What We Do)

- Document Brooks mission/capability
- Publicize Brooks mission/importance
- Work closely with PA to relay consistent message
- Provide imagery for Commander's Access Channel
- Control sensitive information (Family advocacy, Legal, Security, Fatalities/injuries, Research)
- Coordinate/Record distance learning activities
- Accession images to higher HQs
- Provide technical assistance/consultation
- Document local events and activities
- Provide official products for various customer use
- Document events that are newsworthy, historical, ceremonial, or involves Brooks personnel


MULTIMEDIA SERVICES
GRAPHICS (2)
PHOTO (3)
MGT FUNCTIONS (1)
VIDEO (1)
Certificates
Posters
CAC
Layout/Design
Maps
Info Graphics
Studio
Legal
Events
Investigations
Historical
Fam Ad
Alert
Public Affairs
Benefits
Single Entity
Centralized Location
Professionally Trained
No Cost to Tenant Units
Single POC for Multimedia
Common Command/Control
Priority Based on Mission
Last Minute Requests
handled expeditiously
Copyright
Cable TV
HTSAs
Video Prod
VTC Support
Consultation
Tech Solutions
Accessions
MM GPC
Video Doc
CAC
Eqt Checkout
Local Prod
Dist. Learn
Pentagon Channel

Effective Use of MM Resources

- Check with BMC to see if capability exists
- Seek technical assistance for purchases involving MM hardware/software
- Multimedia has a dual obligation to serve the customer and protect AF interests and resources

GPC Approval Needed for MM Services (AFI 64-117 – GPC Program P8, para 2.2.5)

- Base TV Cable Services (under contract)
- Video Production Services (Coordinate DD 1995)
- Multimedia Software
  - Photo imaging/manipulation
  - Illustration/Graphics
  - Video Conversion/Editing
- Multimedia Hardware
  - Photo/Video Cameras (Digital/Film)
  - Editing Systems
  - DVD Players (non-PC integrated)
  - HDTV, Plasma/LCD Screens
  - Projector systems
  - High End Photo/Graphics printing

Multimedia Approval NOT needed

- VCR purchases
- TVs (non-HDTV, non-Plasma/LCD screens)
- Framing and matting services
- Projection Screens
- Engraving
- Printing Services
- Military Coins
- NAF Support

Request for Services

- Fill out AF 833
- http://www.e-publishing.af.mil/formfiles/af/af833.xfd
- Must be signed by DoD Employees
  - Contractors can not sign AF 833s
  - Can’t obligate funds and services
- Must be for official use
- Must be authorized (i.e. video productions)
- MM will assign date based on overall priorities
- Come in person or fax in form (fax 4-2518)

Services NOT provided (AFI 33-117)

- **Souvenirs, personal gifts, mementos, or going away gifts**
- **Support for holiday parties**
- **Document exclusive LOA presentations below Wing-level**
- **Documentation of farewell parties or social events unless considered newsworthy or having historical significance by the base commander or MAJCOM-level PA office**
- **Create products used primarily for entertainment during farewell parties or social events (i.e. power point slides or video)**
- **Posters for the purpose of office décor (Contact AF News or PA)**
- **Purposes for illegal or unofficial use**
- **Framing, matting or engraving services**
- **Business Cards**
- **Aerial Photography – (Must meet strict AF requirements)**
- **Large Volume Printing (Done by DAPS 671-1407)**

Priority Base System

- Four tier system
- Priority 1: Public Affairs, Legal, Investigations
- Priority 2: Core Mission Tasks
- Priority 3: Awards, Decorations, Ceremonies
- Priority 4: Administrative/Managerial Support

Copyright

- Protected by Federal Law
- MM can’t use copyrighted material unless written permission granted by owner or legal offiice.
- If in doubt, get legal review and written approval
- Permission for copyright material:

Copyright Clearance Center, www.copyright.com or

Media Image Resource Alliance, www.mira.com.

For music contact: American Society of Composers, Authors and Publishers (ASCAP) www.ascap.com or

Broadcast Music Inc. (BMI) www.bmi.com.

For video footage contact: Motion Picture Licensing Corp. www.mplc.com.

For cartoons contact: United Media www.unitedmedia.com or

Universal Press Syndicate www.ucomics.com.

Any fees are normally paid by the customer.

Repository for Images

- Multimedia Center is normally POC for images
- Received several tasks asking for imagery
  - ASC Summit - Brooks Enlisted Room
  - Gen Martin's Visit - SECAF Scrapbook
  - AFMC Room at Lackland - Traveling Display
  - Request from other bases on imagery of Brooks
- Need assistance from all units sharing imagery
- Imagery is AF property and must be managed
- Requirement to accession images to JCCC and JVIC (AFI 33-117)

MM Supported Formats

- Adobe Illustrator .AI
- Adobe Photoshop .PSD
- MS Power Point .PPT
- MS Word .DOC
- Can convert to .JPG

Strategic Thinking
(Where Are We Going)

How do we move from a base documentation/support-only operation to an integrated part of the war-fighting and readiness mission?

Re-Define Multimedia

- Become a partner in organizational planning
- Focus on war-fighting capabilities
- Offer services that enhance core mission
- Shift some Admin/Mgmt functions
  - Templates for customers
  - Passports
  - Self Help Cameras

Future Services

- Web based or Server access to common templates for self help use (30 Mar 05)
- Roving Photographer
- Commander’s Access Channel

Questions

- Who provides documentation on incidents that happen on Brooks?
- What processes are in place to share imagery between Brooks organization?
- How can multimedia be used to enhance core missions?
- How can we partner to better share resources?